Claims

[c1]   1.A method performed by a television tuning device able to at least translate an incoming signal into a picture on a display, the television tuning device associated with one or more sponsors and managed by a party other than a user using the television tuning device, the method comprising:

detecting a first predetermined condition; and,

replacing displayed information on the display with advertising information in response to the first predetermined condition, the advertising information unrelated to any of the one or more sponsors.

[c2]   2.The method of claim 1, wherein the first predetermined condition comprises elapsing of a predetermined length of time without user activity on any input device operatively coupled to the television tuning device.

[c3]   3.The method of claim 1, further comprising:

detecting a second predetermined condition; and,

replacing the advertising information with the displayed information on the display in response to the second predetermined condition.

[c4]   4.The method of claim 3, wherein the second predetermined condition comprises user activity on an input device operatively coupled to the television tuning device.

[c5]   5.The method of claim 1, wherein the advertising information comprises an offering for sale of at least one of a good and a service, such that the user is able to immediately purchase the at least one of the good and the service.

[c6]   6.The method of claim 1, wherein replacing displayed information on the display with the advertising information comprises retrieving the advertising information as previously cached.

[c7]   7.The method of claim 6, further initially comprising caching the advertising information.

[c8]
            8.The method of claim 7, wherein the television tuning device is connectable

to the Internet, and the advertising information is cached as downloaded from the Internet.

[c9]   9.The method of claim 1, wherein replacing displayed information on the display with the advertising information comprises:
displaying the advertising information on the display, the advertising information comprising an interactive segment and an exit segment;
detecting user input device activity in relation to the interactive segment and the exit segment; and,
performing a predetermined action in response to the user input device activity in relation specifically to the interactive segment.

[c10]   10.The method of claim 9, further comprising:
replacing the advertising information with the displayed information on the display in response to the user input device activity in relation specifically to the exit segment.

[c11]   11.The method of claim 9, wherein performing the predetermined action comprises displaying second advertising information on the display.

[c12]   12.The method of claim 1, wherein the advertising information has been provided by an advertiser, and is written in a predetermined markup language.

[c13]   13.The method of claim 12, wherein the predetermined markup language comprises HyperText Markup Language (HTML).

[c14]   14.The method of claim 1, wherein the displayed information on the display comprises a tuned-to television channel, and replacing the displayed information on the display with the advertising information comprises tuning to a different television channel related to the advertising information being displayed.

[c15]
15.The method of claim 1, wherein replacing the displayed information on the display with the advertising information comprises selecting the

advertising information based on information particular to a user.

[c16]   16.A machine-readable medium having instructions stored thereon
constituting a screen saver program for execution by a processor of a
television tuning device to perform a method, the television tuning device
able to at least translate an incoming signal into a picture on a display, the
television tuning device associated with one or more sponsors and managed
by a party other than a user using the television tuning device, the method
comprising:

retrieving advertising information as previously cached; and,

displaying the advertising information on a display in a screen saver mode,
the advertising information unrelated to any of the one or more sponsors.

[c17]   17.The medium of claim 16, wherein the advertising information has been
provided by an advertiser, and is written in a predetermined markup
language.

[c18]   18.The medium of claim 17, wherein the predetermined markup language
comprises HyperText Markup Language (HTML).

[c19]   19.The medium of claim 16, the method further initially comprising selecting
the advertising information based on information particular to a user.

[c20]
20.A machine-readable medium having instructions stored thereon
constituting a screen saver program for execution by a processor of a
television tuning device to perform a method, the television tuning device
able to at least translate an incoming signal into a picture on a display, the
television tuning device associated with one or more sponsors and managed
by a party other than a user using the television tuning device, the method
comprising:

displaying interactive advertising information on a display in a screen saver
mode, the interactive advertising information having at least an interactive
segment, the interactive advertising information unrelated to any of the one
or more sponsors;

detecting user input device activity in relation to the interactive segment; and,

performing a predetermined action in response to the user input device activity in relation to the interactive segment.

[c21]   21.The medium of claim 20, wherein performing the predetermined action comprises displaying second advertising information on the display.

[c22]   22.A machine-readable medium having instructions stored thereon constituting a screen saver program for execution by a processor of a television tuning device to perform a method, the television tuning device able to at least translate an incoming signal into a picture on a display, the television tuning device associated with one or more sponsors and managed by a party other than a user using the television tuning device, the method comprising:

tuning to a television channel related to advertising information in a screen saver mode, the advertising information unrelated to any of the one or more sponsors; and,

displaying advertising information on the display in conjunction with the television channel to which has been tuned, in the screen saver mode.